CLAIMS

What is claimed is:

1. A user interface, comprising a blending of television program choices from which a viewer may select, the blending representing options for linear and non-linear programming presented together within a single hierarchy of a designated category.

2. The user interface of claim 1, wherein the blending further includes managed content relevant to the designated category.

3. The user interface of claim 1, wherein the designated category comprises a television programming or content category.

4. The user interface of claim 1, wherein the designated category comprises a network channel, channel family or programmer brand category.

5. The user interface of claim 1, wherein the options for linear and non-linear programming are presented together within a single screen of the user interface.

6. A user interface for interactive television (iTV), comprising a navigational hierarchy that blends linear and non-linear programming options, and information services in a single presentation.

7. The user interface of claim 6, wherein the blend of programming choices is presented as a set of all available programming options

8. The user interface of claim 6, wherein the blend of programming options is presented as a subset of all available programming options.

9. The user interface of claim 6, wherein the navigational hierarchy is presented in a single screen of information.

10. The user interface of claim 6, wherein the blending of information services with linear and non-linear programming information is done at multiple levels of content categorization.

11. The user interface of claim 6, wherein the non-linear programming information includes information about programs recorded on a subscriber storage unit.

12. The user interface of claim 6, wherein the blending is performed according to categories of programming.

13. The user interface of claim 6, wherein the categories comprise content categories.

14. The user interface of claim 6, wherein the blending spans content delivery types and content categories.

15. The user interface of claim 6, wherein the categories comprise content provider categories.

16. A user interface, comprising a single screen having various regions thereof for displaying non-linear programming information, linear programming information and managed content relevant to the linear and non-linear programming information.

17. The user interface of claim 16, wherein the linear and non-linear programming information are within a common content category.

18. The user interface of claim 16, wherein the linear and non-linear programming information are within a common content provider category.

19. The user interface of claim 16, further including a scaled video presentation area.

20. The user interface of claim 19, further including a navigation control configured to allow scrolling through content offerings provided by a common content provider.

21. The user interface of claim 20, wherein video information presented in the scaled video presentation area is dependent upon scrolling via the navigation control.

22. The user interface of claim 20, wherein the navigation control includes a category descriptor.

23. The user interface of claim 20, wherein the content offerings comprise a family of television channels.